

# MEMORANDUM

Janet Bloom – Assistant Director

April 15, 2025



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## **Upcoming Events:**

**May 10 – Spring Clean Up Day in Downtown.** We plan a downtown clean-up day from 8am – noon. We will be seeking volunteers, donations of goods (i.e. trash bags and water for volunteers) and sponsors for this activity. We encourage businesses to sign up their employees and come as a group to help beautify Downtown Lake Orion. Sign up will be on website and social media channels. To sponsor, reach out to [bloom@downtownlakeorion.org](mailto:bloom@downtownlakeorion.org).

**May 17-18 – Art & Flower Fair presented by Orion Art Center.** The Lake Orion DDA will have a booth onsite and will do an activity to get attendees into retail locations. Restaurants will be encouraged to feature botanical/floral drinks we can advertise.

**June 7 – National Trails Day.** Plans are coming together on the activities for this event. More to come.

See attached **Downtown Lake Orion calendar** and a **Community Calendar for more activities**. We encourage other community organizations to let us know of event dates to add to the community calendar.

## **Social Media Stats**

### **Downtown Lake Orion Facebook:**

**Followers:** April: 10,581 (added 21)

**Estimated Reach:** Previous: 67,873; Current: 31,900 (# of people who saw content at least once)

**Engagement:** Previous: 5,400; Current: 9,300 (reactions, comments, shares, or clicks on our posts)

### **Downtown Lake Orion Business Group:**

138 members (added 1)

### **Instagram:**

4,153 (added 21)

### **X (formerly Twitter):**

1,548 (lost 4)

### **Activities**

3/19: Strategic Plan Report Review with POW! Strategies, Inc.  
3/19: Trolley meeting with Oxford  
3/19: State of Oakland County event  
3/20: O Cigar Bar Ribbon Cutting hosted by Orion Area Chamber of Commerce  
3/20: Main Street Oakland County Breakfast Summit  
3/20: Meeting with Small Business Association (SBA)  
3/24: Downtown LOdown at Bitter Tom's  
3/28: American in Bloom meeting with Orion Township  
4/1: Bagels & Brews at Genisys Credit Union Lake Orion (Orion Area Chamber event)  
4/1: Lake Orion DDA and Orion Area Chamber of Commerce monthly meeting  
4/1: Monthly Development Meeting and DDA Board Meeting  
4/2: DIA Inside/Out Art Installation meeting at the DIA  
4/2: Lake Orion DDA/Oxford DDA meeting  
4/3: LOLive! Pre-season meeting with 20 Front Street  
4/3: Robotic Rehab & Relief Ribbon Cutting hosted by Orion Area Chamber of Commerce

### **Conferences/Showcases/Trainings/Awards/Assessments:**

4/5-4/10: 2025 National Main Street Conference (Philadelphia) Attendees: Ex. Dir. Matt Gibb and Asst. Dir. Janet Bloom. Toured Wilmington, DE and Media, PA.

### **Grant Submissions:**

MSOC Technical Assistance Grant - \$10,000 applied for. \$4500 for POW! Strategies, Inc. Strategic Planning services; \$2750 for Photography services for event/evergreen/parks & trails in our DDA; \$2750 for trash bin enclosure between 20 Front Street and Lucky's, at the entrance of Wee Bean Coffee Co. outdoor customer seating.

Apply for T-Mobile Grant (up to \$50,000) – due by end of June. Selected project must be shovel ready along with five letters of support. Response within 60 days of close date.

### **Committee Meetings:**

Organization Committee – March 19, 2025  
Promotions Committee – April 1, 2025  
Design Committee – March 24, 2025  
Economic Vitality Committee – canceled.

**Add to Your Calendar:**

The Main Event – 25th Anniversary Celebration by Main Street Oakland County (MSOC)

June 12, 2025 | 6-9 PM at The Roxy Rochester | 401 Walnut Boulevard in Downtown Rochester

Tickets are \$35 each.

The Main Event is a fun evening recognizing the past year's successes, celebrating, and networking with elected and appointed officials, downtown leaders, economic developers, and small business owners from across Oakland County.

Respectfully Submitted,

Janet Bloom

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